

REMARKS

Applicants reply to the Office Action dated April 17, 2007 within the shortened statutory one month period for reply. Claims 1-13 and 22 were pending in the application and the Examiner states that they are subject to restriction action and/or election requirement. Reconsideration of the pending claims is requested. No new matter is added in this Reply.

The Examiner has asserted a Restriction Requirement under 35 U.S.C. § 121 requiring restriction of the application as follows:

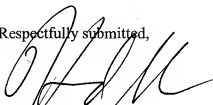
- Invention I: Claims 1-6 and 22, drawn to methods for associating a retailer item identifier with a manufacturer item identifier, classified in class 705, subclass 27.
- Invention II: Claims 7-10, drawn to searching for retailers which sell a second item, classified in class 705, subclass 27.
- Invention III: Claims 11-13, drawn to automatically pre-authorizing a purchase, classified in class 705, subclass 44.

Applicant hereby elects Invention I, consisting of Claims 1-6 and 22, for prosecution in this application. Applicant has selected Invention I in order to expedite prosecution of this application. Applicant does not acquiesce to the Examiner's foundation for the Restriction Requirement as set forth in the Office Action. Accordingly, the foregoing election is made without waiver, estoppel or without prejudice to the filing of one or more related applications directed to the subject matter of the canceled claims.

The foregoing amendments conforms this application to the Examiner's Restriction Requirement dated April 17, 2007. Applicants submit that the application is now in condition for examination on the merits. Early notification of such action is earnestly solicited. Should the Examiner have any suggestions to place the application in even better condition for allowance, Applicants request that the Examiner contact the undersigned representative at the telephone

number listed below. No new matter is added in this Response. Reconsideration of the application is thus requested.

Respectfully submitted,



Dated: May 7, 2007

By: _____

Howard I. Sobelman

Reg. No. 39,038

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